



LEO BURNETT U.S.A.

35 West Wacker Drive, Chicago, Illinois 60601, Tel. (312) 220-5959, Fax (312) 220-3299

October 27, 1995

Ms. Gina Fawcett  
**PHILIP MORRIS U.S.A.**  
120 Park Avenue  
New York, NY 10017

Dear Gina:

**1995-1996 Marlboro Mainline Alternative ROP  
Scheduling Recommendation**

Attached please find the 95-96 Marlboro Mainline Alternative ROP Plan. This includes the insertion dates, the publication list, and color copies of the approved Alternative ROP comps.

Please call with any questions you may have.

Best Regards,

**LEO BURNETT U.S.A.**

*Amanda Manning*

Amanda Manning

Attachments

cc: Anita Rao  
Denny Grant

2061653416